

S T E F A N D O E R I N G



AN ENTREPRENEUR'S BLUEPRINT FOR SUCCESS

achieving the unreasonable... in 90 days

Section I: The Foundation: What Game Are You Playing?

Section I > Week 1

Day 1 of 90 – What Do You *Really* Want?

Time: 10 – 20 minutes

Are you ready to watch your sales go through the roof? Are you worried you cannot handle more sales?

Problem: There are many great ideas for business; few become successful because many entrepreneurs do not know how to market their product or service.

Solution: Learn how to deliver your message for your product/service in a way that can be heard. Create a powerful system to do this repetitively to maximize sales. Start by getting clear on what you are playing, and why.

➤ **Principle 1-1: You Must Know What You Want before You Can Achieve It**

The Importance of Vision - The world's most successful businesses are quite clear on their vision and where they are going with their business, and are sustained by this clarity. All large and successful businesses started small. And they started with a crystal clear vision.

Examples:

- "A computer on every desk" ~ *Bill Gates, Microsoft, Inc.*
- "To make a contribution to the world by making tools for the mind that advance humankind." ~ *Steve Jobs, Apple Computer*
- "To make people happy." ~ *Walt Disney*

Another reason for having a powerful vision is *passion*. The passion for achieving your vision keeps you going. The bigger your goals and where you want to go, the greater your passion needs to be in order to get there.

Example: Parenting a child, you do not need to be a parent to know this, is a lot of work.

Having a clear vision for seeing your child evolve and having the passion to make it happen, get you and your child there. Parents that keep that vision alive tend to do much better at parenting than those who are unclear or have forgotten the vision for their child.

Creating Clarity - Clarity creates power. If your goal is vague and immeasurable, the results will be vague and immeasurable. For example, "I want to create more sales" or "I want to lose weight." But what will you focus on to achieve this and by when? If you don't know, how will you get there?

What is your vision for your business?

- Your product/service
- Your role
- The people you touch
- Sales/profits

Passion & Purpose - Of the thousands of entrepreneurs I've worked with the number one reason for success is in the entrepreneur's passion for the business. Without passion, the company may do ok, but it will never be a huge success.

Why? - When you work outside of your comfort zone and against the odds, you are going to get knocked on your butt a lot. What is going to get you off your butt is a powerful passion and a clear purpose. Without passion and purpose, you will find it is much easier to stay on your butt when you are knocked over.

An *UnReasonable* "Why":

- Why do you really want this?
- What's really running the show? Reflect and see what it is that excites you most about doing what you are doing (or about to start doing).
- Follow your heart: What is your heart telling you? Why you are in this business? This is an emotional not an intellectual thing. Get clear what it is you are doing and why.

Action Steps for the Day

❖ *Affirmation #5 (repeat 10 times): **My company vision is exciting!***

✓ *Exercise 1-1: **What is your business and what do you want it to be?***

What is your main product/service?

What is your role in your business? (CEO, Chief Inspiration Officer, Chief Bottle Washer, etc.)

Whom do you touch in your business? (high school children, single moms, consumers, etc.)

What are your sales/profits? (per day, week or month.)

What do you want your business to be? (this can be different from what it is right now.)

What do you want your main product/service to be? (this can be different from what it is now.)

What role do you want to play in your business? (this can be different from what it is now.)

Whom do you want to touch in your business? (this can be different from what it is now.)

What do you want your sales/profits to be, by when? (this can be different from what it is now.)

Daily Affirmations - Every morning, before starting to work, say the following affirmations out loud to yourself with as much energy and passion as possible. At first it may seem odd, but the practice will grow on you, and before you know it you'll be looking forward to saying them. If you are not clear on what one of them means, don't worry. Say it anyway—it will become clear soon. And if you don't believe in one of them, say it anyway. You'll see why!

1. I am an *excellent* Entrepreneur
2. I *love* being *UnReasonable*
3. I am an *expert* in Marketing and Sales
4. I have an abundance of wealth coming through my company
5. My company vision is quite exciting
6. I have a powerful team who love where we are taking the company
7. I have an amazing support system
8. Every day I step into my greatness by *Just Freakin' Doing It!*
9. There is nothing more important than keeping my energy as high as possible
10. My company is growing by leaps and bounds
11. I ask and trust the universe that it is a **DONE DEAL!**

Day 13 of 90 – Share Your Stepping Stones

Time: 10 – 20 minutes

It is important to get a reality check from those you respect, your Mastermind Group or support team. Keep in mind it is important to follow your heart. If your heart disagrees with what they tell you, look to see how you can merge the two perspectives into one. Let's get you in the mind frame for working with them.

Action Steps for the Day

- ❖ *Affirmation #7 (repeat 10 times): I have an amazing support team!*
- ✓ *Exercise 2-6: Share your Stepping Stones*

Again, putting your plan “out there” makes it more real. In addition, you will get feedback from others you know and respect when it comes to business. Use them as a sounding board on your overall plan. Share your *Major-, Minor- and Mini-Stepping Stones* with the members of your Mastermind Group or with three business colleagues. Spend no more than two minutes explaining your *Stepping Stones*. Ask for feedback, especially about how to increase the BLAST Factor

Use this space to take notes on the feedback you receive:

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Day 14 of 90 – Refining Your Mini Stepping Stones

Time: 20 – 30 minutes

From today through the rest of the 90-day program, you will be referring, using and adjusting your *Major, Minor* and *Mini Stepping Stones*. So, from the feedback you received yesterday, do a final revision to your *Stepping Stones*.

Congrats, you are now ready to play your Game forward!!

How about getting your excitement up today? Excitement for what you are creating and what it will produce for you.

Action Steps for the Day

- ❖ *Affirmation #4 (repeat 10 times): I have an abundance of wealth coming through my company!*
- ✓ *Exercise 2-7: Your Major and Minor Stepping Stones*

Major Stepping Stone: 90-Day Stepping Stone (your 90-Day Game)

Minor Stepping Stone: 60-Day Stepping Stone

Minor Stepping Stone: 30-Day Stepping Stone

Mini Stepping Stone: Week 4

Mini Stepping Stone: Week 3
